



OCT 16 1943 THE

REPORTER

OF DIRECT MAIL ADVERTISING

always on the trail for new ideas

SEVENTEEN EAST FORTY-SECOND STREET • NEW YORK • VANDERBILT 6-0888

HIGHLIGHTS FROM SEPTEMBER DIRECT MAIL NEWS

□ **IF YOU ARE INTERESTED IN FOREIGN TRADE** and the establishing of foreign trade zones, be sure to write to the New York Foreign Trade Zone Operators, Inc., 17 Battery Place, New York, N. Y., for a copy of the 50 page, 8½" x 11" brochure on Foreign Trade Zone No. 1. It is profusely and colorfully illustrated and presents a complete picture of the operations of the only foreign trade zone now operated in the United States . . . an inspiration to other ports to establish similar foreign trade zones after the war.

□ **A GIFT SHOW IN PRINT.** Cooperating with the Office of Defense Transportation and the Graphic Art Victory Committee's campaign to save travel by eliminating conventions . . . we now have a good example of a Gift Show in Print. The 1943 show sponsored by the Eastern Manufacturers and Importers Exhibit, Inc., and The National Gift and Art Association, Inc., was held entirely in print. The George F. Little Management, Inc., 220 Fifth Avenue, New York 1, N. Y., who formerly handled the gift shows in Chicago, New York and Boston, issued a 200 page and cover, 5½" x 8½" booklet, with most of the former exhibitors describing their wares in print instead of booths.

It is very well handled throughout and deserves the praise which has been heaped on it by many people, including Joseph B. Eastman, Director of the ODT.

□ **TO ALL READERS OF THE REPORTER** in the New York area . . . be sure to read the four pages in the center of this issue. They give you the details of the important one-day wartime conference by the Direct Mail Advertising Association and the Graphic Arts Victory Committee. We can promise you plenty of information and possibly plenty of fireworks.

□ **A UNIQUE BOOKLET** has just been produced by Edward Stern & Company, Inc., Sixth and Cherry Streets, Philadelphia 6, Pennsylvania for the Class of 1916 of the United States Naval Academy. The booklet is 12 pages and cover, 8½" x 11½", and expresses the appreciation of the class to their classmates for their contributions toward a memorial pulpit installed on January 10, 1943, in the Chapel at the Academy. The booklet contains the dedicatory sermon and a copy of the program, as well as pictures which will want to be kept by the men for the rest of their lives.

□ **ANOTHER GOOD CONVENTION BY MAIL.** It was conducted just recently by The Ohio National Life Insurance Company, Cincinnati, Ohio. Consists of five mailings, each one bound in a carrier portfolio, with a pocket for inserts. All speeches and proceedings mimeographed. Each "talk" carried a picture of the speaker. Final mailing piece carried report of the Officers selected by mail.

□ **AN INTRIGUING BOOKLET** has just been issued by the Polaroid Corporation, Cambridge, Massachusetts, explaining the uses of Polaroid materials in wartime.

One interesting feature is an insert of a "Vectograph." A cardboard frame of Polaroid glasses is attached to the insert, so that by inspecting an aerial map all the buildings are brought out in third dimension. The booklet is so interesting that we will have to admit it got our minds off the subject of writing items for this issue of *The Reporter*. That third dimensional idea has unlimited possibilities for after the war and it can certainly be applied to Direct Mail advertising.

□ **"EARLY AMERICAN ADVERTISING ART"** is the title of a 48 page 5½" x 8½" booklet just published by The Youth Group Magazines, 32 East 57th Street, New York City. It is a comprehensive and interesting display of the kind of art used by the pioneers of American advertising—from bankers, butchers, tombstone-cutters and xylophone makers in the years from 1750 to 1850.

The drawings are crude, naive and charmingly representative of the period of American enterprise in which they were used. It was compiled by Carl W. Drepperd.

It was published in a limited 2250 copy edition, and is being offered by advertising men to fellow advertising men who are interested in the history and the development of the advertising business.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



Dependability is a characteristic universally admired whether in men or materials. For example, the old-time Northwest "Mountie" carried on against all handicaps and made good if humanly possible. Similarly, Northwest Printing Papers make good in spite of all the vicissitudes of the printing process. Planned

and calculated to possess all features needful for smoothing the printers' path, the buyer of printing shares and benefits by the economies, speed and perfection of results. Over the years, the undeviating quality in all Northwest papers has won and held a host of friends in the graphic arts industry.

VICTORY *War Quality* PAPERS

NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

A Most Worthy Letter

It is not often that *The Reporter* prints a letter of solicitation . . . and we have never suggested to the readers of this magazine that they themselves take any action on any appeal. We are breaking all previous rules to show you the letter just mailed by Rex Stout, President of the Friends of Democracy. Read the letter and the enclosure . . . and then see what we have to say about it in the footnote.

Here is the letter:

Friends of Democracy, Inc.

Founded 1937

New York Office

137 East 57th Street New York 22

Telephone PLaza 8-2588

Dear Mr. (Fill in):

The battle against the "anti" propagandas must go on. The Nazis are still spending 300 million dollars in propaganda in the Western hemisphere; Nazi agencies are still sowing the seeds of hate and disunion among us.

Suppose you set out to do something about the "anti" propagandas—the kind of propagandas that are mighty weapons of psychological warfare. I refer to the anti-alien, anti-refugee, anti-Semitic, anti-British, super-nationalistic and anti-world cooperation propagandas which create suspicion of our Allies and which threaten the suppression of minorities.

Recognizing that these "anti" propagandas are powerful and dangerous, how would you go about suppressing them? You might think of persuading the government to act. You would find, however, that the law does not cover these propagandas. It therefore remains for the pro-democracy groups and individuals to expose these "anti" propagandas and thereby soften the impact of the Axis propaganda upon our democratic civilization.

Friends of Democracy, the only militant non-sectarian group working in this field, has had years of experience in dealing with the problem of combatting the anti-democratic propaganda. Its techniques and its strategy have been worked out on the basis of this experience and they have proven to be most effective. For example, there are certain significant achievements credited to Friends of Democracy in the cases of Gerald Winrod, Father Coughlin, Joseph McWilliams and others. These achievements were the result of a very sound and effective strategy.

The effectiveness of Friends of Democracy is indicated, somewhat, by the denunciations of our organization, the booing and hissing at the mention of the name of Friends of Democracy and our National Director, L. M. Birkhead. This booing and hissing happens at the meetings of Gerald L. K. Smith's America First Party, the Mothers groups, the Citizens U. S. A. Committee meetings and similar gatherings. That obstructionist newspaper, the *Chicago Tribune*, has devoted a great deal of attention to denunciation of Friends of Democracy.

Friends of Democracy's projects have been planned intelligently and have been carried out boldly and effectively. They are planned with the idea of preventing the enemies of democracy from organizing, merging and gathering strength, and where the "anti" propaganda groups are organized, of destroying their influence.

Your support in the past has helped us to "do battle" and carry on efficiently and with confidence. If you are still in sympathy with our program, I respectfully urge that you renew your contribution of \$???.00 for 1943 at this time.

Sincerely yours,

Rex Stout (signed)
President

P. S. Contributions to Friends of Democracy are deductible from income tax.

Here is the enclosure:

The Battle Against the "Anti" Propagandas

That all is not well on the home front is known to all of us. We are aware that the impact of the "anti" propagandas on us has been tremendous. Hundreds of millions of dollars have been spent on this propaganda.

We must not permit these "anti" propaganda and subversive groups to hold over intact into the difficult post-war period. If they do:

1. They will frustrate the peace.
2. They will be violently anti-refugee, anti-internationalist and anti-world cooperation.
3. They will cause untold sufferings to minorities, particularly the Jews.
4. They will be a major hindrance to the functioning of our democratic processes.

Already the battle lines are forming for the post-war period. Already attempts are being made to intimidate the pro-democracy groups by threats of libel suits, investigation and violence.

In the battle on the propaganda front there are many important jobs to be done. Naturally, Friends of Democracy cannot do all of them, but there are some very specific jobs which we are qualified to do which seem to us to be of major importance.

1. The preparation of documented reports by our research department on the America First-supernationalist bloc in the country for use by pro-democracy groups throughout the country.
2. Directing an attack on the obstructionist press, which gives voice to the "anti" propagandas in the country, with the view to disciplining and diminishing its influence.
3. Continuing the exposes of the major subversive groups and leaders throughout the country, hundreds of which are still working against home front and international unity.

4. Continue our research activities and furnish information on the "anti" propagandas and subversive groups to government agencies, publications and organizations which will make effective use of our material.
5. The Propaganda Battlefront mailing list should be enlarged so that our exposes of the propaganda line of the subversive groups may have a greater circulation.
6. Assist in every way possible in securing the widest distribution of the book UNDER COVER by John Roy Carlson, who, as investigator of subversive activities, has been on the staff of Friends of Democracy for over three years.

Reporter's note: As the readers of this magazine well know, we have been involved for the past four years in a crusade to drive seditious propaganda from the mail. We have

become acquainted with nearly every subversive organization in the country. We have also become acquainted with all of the really patriotic organizations who were trying to fight the ever growing danger of internal dissension caused by the enemies who want to destroy us. I have seen the inside works of most of these organizations. When war came, many of the crusading efforts stopped . . . because there seemed at that time no need for patriotic work in this country on the part of individual cooperating citizens.

Dr. Birkhead of the Friends of Democracy has kept going in spite of difficulties to get sufficient money to do a good job. Many of their supporters felt that the job had been finished. Many of us know that the work is more important now than it was before the war started.

The voices of disruption are still loud.

During the past years, *this reporter* has had hundreds upon hundreds of offers to help him in his work. To all of you who have offered help . . . I say, get behind Dr. Birkhead, Rex Stout and the Friends of Democracy. They are conscientious, thorough and effective. Without their work, many of the exposures that have been made would not have been possible. If you want to know the truth . . . John Carlson, the author of "Under Cover," worked under the guidance of the kindly and courageous Dr. Birkhead.

Without Dr. Birkhead's help, *this reporter* would not have been able to carry along a one-man crusade against the misuse of the mail.

□ **HURRAH FOR THE AMERICAN LEGION.** We suppose most of the readers of *The Reporter* saw the newspaper account about The American Legion resolution condemning the misuse of the frank by Congressman Fish and "other Congressmen."

Judging by the number of clippings we have received from all around the country . . . the resolution met with favor in Direct Mail circles. About the funniest joke of the month was Fish's denial of the charges made in the resolution. Fish claimed that he did not know Leon De Aryan and that he had not given permission to De Aryan to use the frank.

Is it possible that Fish does not know how the stunt is worked in his own office? That seems impossible. Fish may not know De Aryan personally. He may not know some of the other 33 people who have been indicted . . . but Fish could easily find out how these people got his frank by reading the records of the George Hill and Viereck trials.

The reprints were ordered through Fish's office from the Government Printing Office, and the total quantity was then split up into bulk shipments for all the various re-addressing agents throughout the

country. If Fish doesn't know how he gets caught on this misuse of the mail . . . maybe someone should send him copies of certain issues of *The Reporter*.

□ **A TEXT BOOK ON LABOR MANAGEMENT COMMITTEES.** That could well be the title of the beautiful 104 page, 9" x 12" booklet just issued by the Bridgeport Brass Company of Bridgeport, Connecticut. Beautifully printed, simply written and copiously illustrated. It gives a detailed step by step description of the cooperation between Labor and Management.

We saw this booklet first at War Production Drive Headquarters in Washington . . . where there was much enthusiasm concerning it. Harold B. Dow, Director Public Relations Department, sent us an extra copy and you should be interested in several excerpts from his accompanying letter:

For the past eighteen months, the Labor-Management Committees have been functioning successfully at Bridgeport Brass Company. These committees were originally suggested by Mr. Donald M. Nelson, Chief of the War Production Board, and on March 30, 1942, we informed Mr. Nelson that our committees had been established, making this company one of the first in the country to adopt Mr. Nelson's idea.

On April 1, 1943, when these groups celebrated their first year of successful work, it was decided to publish a booklet which would tell the story of these groups during the first year of organization at Bridgeport Brass Company.

We do not presume to know more about this Labor-Management work than hundreds of other companies throughout the country who have organized these committees, but if this booklet will help us to share with you some of the effective results which have been accomplished here at Bridgeport Brass, we shall feel that our effort is well worthwhile.

□ **VITAL FOR VICTORY** . . . is the name of a new 36 page 8½" x 11" booklet just issued by Procter and Gamble, Cincinnati, Ohio. It is a dramatic illustration of how American industrial ingenuity is helping wartime production. This booklet shows how the company, among other things, applied its skill in mass production of small units to quantity loading of shells. Rounding out the picture of the company at war and the story of the Procter & Gamble Defense Corporation, shell loading subsidiary of the company, supervised by Procter & Gamble management and engineering personnel, are the facts about activities on the fighting, production and home fronts.



DEFERRED!

Here they stand! Hundreds of thousands of trees awaiting induction into the service of America. Yet too few men are available for cutting this timber and transporting it to mills that supply the many pulp and paper products for fighters in uniform and on home fronts. Washington now recognizes pulp as one of today's most critical materials, and every effort is being made to secure greater cutting of trees for conversion into essential war materials. Whatever you can do personally and in advertising to secure greater production of pulpwood will aid the war and speed victory.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

The Ten Commandments For The Perfect Letter

These commandments have appeared in *The Reporter* from time to time . . . but you might be interested in knowing how one reader of this magazine has put these commandments to work. George V. Ramage, Advertising Director of Young America, 32 East 57th Street, New York City, took three sheets of Appleton Duotone paper, measuring 9" x 8". Put together and folded they made a little colorful booklet measuring 4½" x 8". George had his secretary type a number of sets of these sheets, using one page for each of the commandments. One of the office artists drew an appropriate cover with a big "10." This procedure could be followed in many business organizations where it doesn't pay to have a printed booklet for the letter writers. George tells us that these home made instruction booklets are used often in his organization.

Make It Conversational

Page 1.

Write as you talk. A majority of business letters are stilted, stodgy, verbose and insincere BECAUSE . . . the writers acquired bad habits from outmoded text books or they learned unnatural expressions in offices where letter writing technique was antiquated . . . business schools have used poor letters as models for training typists and secretaries. . . . try writing exactly as you talk. Develop a conversational tone.

Every test indicates people prefer the conversational type of letter.

A letter is only a substitute for a personal talk. Don't try to make it anything else.

Inject Atmosphere

Page 2.

DEVELOP A PLEASING PERSONALITY IN YOUR LETTERS. Study the characteristics in yourself which people seem to like. What do

you say when you meet and leave Bill Smith?

Try starting and ending your next business letters to him that way.

Try talking your letters with exactly the same pleasing personality which has made you successful in face to face contacts.

Study the expressions which make a favorable impression.

Be sure your letters are written on letterheads which make a favorable impression.

Your Reader Must Be the Hero

Page 3.

Don't use the we-our-us-my-I approach. The recipient should be THE HERO of the letter . . . not you.

LEARN YOUR FAULTS. What stilted, outmoded expressions are you using? What indefinite, confusing, useless words do you put into your letters frequently from force of habit?

Get a list of all the stereotyped expressions which should not be used. Read them aloud and learn how foolish they sound. Read your own letters aloud, or have someone read them to you.

Don't be satisfied until your letters sound like you talk. And then don't be satisfied. Keep on improving.

Don't argue in your letters. Don't lecture. Don't criticise. Don't strut, brag, stumble, stutter or boast.

Eliminate These 4 Faults

Page 4.

The Four Most Common Faults of Business Letters (Eliminate them):

1. Use of objectionable or useless words.
2. Improper arrangement of words and phrases.

3. Incorrect expression of thought.

4. Offensive and displeasing words and phrases.

Practice on your letters with each of those points. Refer to your list of objectionable words and phrases.

Use your blue pencil.

Don't be satisfied until your letters sound like you talk.

Include These 5 Essentials

Page 5.

There are five essential qualities which every routine business letter should have:

1. CLARITY.
2. BREVITY. (But long enough to be complete. Like a dress, a letter should be short enough to be interesting but long enough to cover the important points.)
3. COURTESY AND FRIENDLINESS.
4. BELIEVABILITY, (Which is also the most important quality in sales letter.)
5. SINCERITY.

Add the 6 P's

Page 6.

PICTURE: Put recipient in a favorable picture or paint a word picture of value, pleasure, profit, etc.

PROMISE: Show how what you are offering or writing about will keep or put recipient in a favorable picture.

PROOF: Give definite reasons (proof) why what you offer (or write about) is the right thing for recipient.

(Continued on Page 8)



When you want to know **GO TO AN EXPERT**

It's **THAT WAY** in buying paper, too. The best reference for Rising papers we can offer is the opinion of printers, whose reputation depends largely on the quality of the papers they use.

For years we have been supplying these paper-wise experts with fine papers for letterheads as well as every other purpose.

Today we invite you to take advantage of the prestige of Rising craftsmanship by putting your business letterhead on one of the Rising papers. Among others: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). Prices on a par with other quality papers. The Rising Paper Company, Housatonic, Mass.



ASK YOUR PRINTER—HE KNOWS PAPER

PUSH: State clearly exactly what you want recipient to do. Ask for reply. Be specific in push.

PUNCH: Ask for the order boldly.

PRAY: Before, during and after.

(Note) —Try writing your next letter with **PUSH** section written first. It will improve your style. You will know exactly why you are writing.

Check and Recheck

Page 7.

No matter what formula you may select—or whether you rely on any formula—use ordinary common sense in routine or selling letters.

1	2	3
Picture	Attention	Dramatic
Promise	Interest	Descriptive
Prove	Desire	Persuasive
Push	Action	Clinching
4	5	6
Attention	How	Develop
Interest	What	Your
Description	Why	Own
Persuasion	Where	Check
Proof	Who	List
Bait Hook	Close	

Ask Yourself These 8 Questions

Page 8.

Here are 8 questions you should ask yourself before starting to write a letter:

1. What do I want my letter to do?
2. What feeling do I want to convey or create?
3. What idea do I want the reader to get?
4. What action do I want from the reader?
5. What must I say to make him do as I wish?
6. What motive must I arouse?
7. What will my letter offer to satisfy that motive?
8. How can I offer bait, close with a hook and get back the bacon?

Apply Egner's 9 Point Formula

Page 9.

Here is Frank Egner's formula for writing effective Direct Selling Letters. Many students have found this outline helpful for other types of letters:

1. A headline (or first paragraph) to evoke desire.
2. An inspirational lead-in.
3. Clear definition of product or offer.
4. A success story.
5. Testimonials and endorsements (proof).
6. Special features.
7. Statement of value (to recipient).
8. Action closer (the push).
9. A P. S. rephrasing headline.

Read It Aloud

Page 10.

Read your letter aloud . . . if it does not sound like you talk, tear it up and start all over again.

To judge appropriateness of your closing (for example) picture yourself backing out of your reader's door . . . saying goodbye in same words used in your letters.

Study good letters written by others.

Compare them with the letters you wrote today, last week, last month, last year.

Read good books — particularly those known for concise, descriptive style, such as *The Yearling*. The Bible is helpful . . . for developing flowing style.

Review improvement formulas and suggestions often. It is easy to slip back into old habits.

Final caution: Be sure that your letterhead furnished an appropriate background for your letters.

A SERGEANT . . .

. . . on Guadalcanal, who was forwarded a collection letter, wrote back to ask if four dead Japs would square the account. We are happy to report that the reply was "Yes."

☐ **BEST ANNUAL REPORT OF THE CURRENT CROP** is recently issued 28 page, 8½" x 11" booklet by Harris - Seybold - Potter Company, Cleveland, Ohio. Even though production facilities are entirely devoted to Ordnance, the booklet tells of this company's share in the effort to keep the printing facilities of the country working for the war effort. Booklet is beautifully illustrated and the financial statistics are handled in an understandable way.

☐ **AFTER THE WAR** there should be a lot of need for Direct Mail advertising. According to replies received in a survey conducted by the United States Chamber of Commerce, the end of the war will show an immediate market for merchandise and services . . . in addition to ordinary living expenses . . . totaling more than seventeen billion dollars.

Here is how the most important items are indexed in a very good circular issued by The McCormick-Armstrong Company, Wichita 1, Kansas:

1,715,000 Refrigerators
1,260,000 Washing Machines
1,050,000 Vacuum Cleaners
525,000 Sewing Machines
1,610,000 Rugs and Carpets
1,365,000 Sets Living Room Furniture
2,670,000 Houses to be painted
912,000 New Bathrooms
2,224,000 Home Remodeling Jobs
2,800,000 Farm Building Improvements
1,015,000 Private Homes
1,435,000 Stoves
1,330,000 Radios
1,015,000 Electric Irons
1,435,000 Linoleum Floor Coverings
1,260,000 Sets of Bedroom Furniture
1,150,000 Houses Re-roofed
1,040,000 Interior Decorations
805,000 New Farm Buildings
2,590,000 New Automobiles
. . . and 47,000,000 Vacation Trips

☐ **IF YOU WANT TO SEE A BEAUTIFUL BOOKLET . . .** one that will give you the feeling of big-ness and peace and security of this great country of ours, write to the Maine Development Commission, State House, Augusta, Maine, and ask for a copy of the 32 page and cover 8½" x 11" booklet entitled "Maine The Place to Live." You will want to put it on your reading table at home . . . and look at it often. You will be seeing America.

THE REPORTER

*For 2-side offset with regular and gloss litho inks
and for letterpress printing with gloss inks*



Cantiner's ZENAGLOSS

*ZENAGLOSS is mixed on both sides with a special
medium which is ideal for the reproduction of photographs
by offset with litho inks, and also for letterpress printing
with gloss inks.*

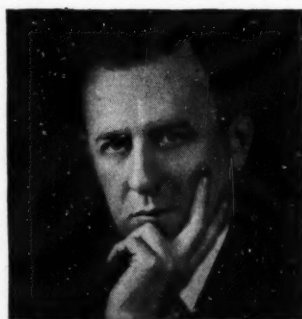
IN OFFSET
Zenagloss is highly recommended for all lithographic work
where halftone or process illustrations are to be clearly
reproduced on both sides of the paper.

IN LETTERPRESS WITH GLOSS INKS
Gloss inks are made with a varnish ingredient which gives
the letters a brilliant effect of a varnish varnish without the use
of an extra impression. Zenagloss is fully adapted to this
type of printing, so that the gloss effect is fully retained.
On high-speed runs, with gloss inks, a spray machine should
be used to prevent streaking. 120 mesh halftone are
recommended.

THIS SPECIMEN
This figure represents a specimen of Zenagloss 2140-00
in the new color, with the photograph lithographed with
regular offset inks, and type and decorative letterpress
shown in gloss ink. The letter comes from the letter-
press or offset work, gloss inks are used for any other letter-
except that the spray is used, and the sheets are varnished.



C. O. Woodbury says:



C. O. WOODBURY
nationally known art director and
graphic arts designer

*

Have you a copy of the ATF Red Book of
Types? If not, send for one. Also, single
page showings including complete alpha-
bets of the following and other ATF types.

Bernhard Modern
Roman
Lydian Cursive
BALLOON EXTRA BOLD
Bernhard Gothic Medium Cond.
Spartan Black

"ATF types are so expressive
and adaptable"

"Generally I start by looking for the architectonic feeling involved in the subject and select type faces that in design, size, and capacity for dramatic effect help me convey that feeling to the reader. Here I blended the elements of practical simplicity, sleek sheen, and slight decorativeness by the use of Grayda, Empire, and Spartan, with Bodoni text."

Mr. Woodbury has designed an amazing variety of direct advertising, from exquisite little announcements to the most elaborate of booklets in full color... and in most of them ATF types play an important role. The principal reason, as he aptly points out, is one every layout man will appreciate... the soundness of structure and great adaptability of ATF type faces in expressing and dramatizing any idea graphically.

ATF

American Type Founders

200 ELMORA AVENUE, ELIZABETH 3, NEW JERSEY

This advertisement is set in Grayda, Onyx, Bodoni Book and Bodoni

Carrying Conviction To The Pay Window

By Ad-Man Davison

Our old friend Ad-Man Davison (writer of sales letters and author of five or six books on letter writing), who lives at Inspiration House, Westport, Connecticut, dug up the following item from his pen which appeared years ago in some now forgotten publication. He thought we might be interested in the thoughts expressed. We are. So you read them.

Have you ever written a letter you didn't like at all? Well, I won't keep anything from you: I have, many times. And the letter I show you here is one of them.

A big-time mail order publisher of inspirational books 'phones down Meriden a few weeks ago. "Davie, my lad, turn on the cerebral heat-rola! I've just captured the book sensation of the century and no fooling . . . mailing you copy tonight . . . a book that's got what it takes and plenty more . . . and if you love your fellowman, I want you to get that emotional typewriter of yours to work and write him a letter that will make him want that book and get it for his own good—he'll thank you and me both forever after!"

Next day the book arrived. That night I read about forty pages. Lights began to gleam in the old belfry! Then I chased up to my den and threw the Royal into high.

The scene shifts. Three weeks later. Another buzz from Meriden.

"You son of a gun, she clicks! They're rollin'! I won't give you sales percentage on mailings so far, because there'd be no livin' with you—you'd get all inflated with yourself. Anyway—thought you'd like to know!"

All of which present a new puzzle to me in letterology. You Doctor Watsons of the letter game, maybe it will to you, too, when you read said roundelay, which is my preconceived notion of an epistolarian eccentricity, and, by virtue of results pouring in, an enigma as well.

Here we have a composition set to persuasion with a pace—a swift new tap-dance style, caught in a

torrent of terse twists, that mysteriously carry Conviction to the Pay Window.

When the father of all Human Language was a chubby little youngster playing with his letter blocks on the floor, one day quite by accident he spelled out the word "believability". There's the simple, modest, undramatic word I guess that spells the success or failure of any letter—no matter what you or I may think about it, whether it's our own letter or somebody else's. All the psychological hem and haw in the world is plainly weak and worthless when it bucks up against certain plain, age-old laws of Human Nature.

A Westport woman who read that letter and bought the book was a guest at our house recently. She didn't know I wrote the letter. But she began talking about the book. Finally she said: "Funny thing! The letter they wrote me was all cluttered up with jerky little short sentences. A whole lot of them. They somehow kept me reading. I even got a bit excited. Then at the bottom the letter talked to me as though I was talking to myself. Anyway I felt I must have the book—and ordered it. Once you start reading it something sort of happens to you—and I've made up my mind to put those ideas to work, win or lose—in fact have already done it!"

Didn't think I'd have nerve enough to offer this letter for analysis to the critical readers of *The Reporter*. But in this thing of letters, it seems that opinions and tastes vary so widely that it's just like the different tastes of people you and I know when it comes to movie comedies.

What you may think is an excruciatingly funny film I may think is terrible.

You've had that experience in talking to friends about movies. Remember? They thought so-and-so the funniest guy they ever saw, while you—if you only knew of some subtle way to poison that pain in the neck, how gloriously serene the future would be: To never have to sit and watch his not-funny antics again, while others around you were laughing their heads off.

But getting back to letters and books and riches: My point of course is that you can never be too sure in what you think is a letter that won't do its job. True, you know what you like and don't like—and the letter may not suit you at all—the way it talks—but somebody else may like what you don't—and be influenced by what wouldn't budge you.

Talking about what a book may do to a fellow, I figure it out this way. Nobody knows, not even the sneeringest person, how and why and when an idea in such a book may fasten itself in the reader's mind in a way that won't shake loose—and grows and grows and grows . . .

Then, some day, who knows but what you may hear the deep, low and luxurious honk-honk of his Duesenberg in your driveway!

MANY SLACKS . . .

. . . worn by women remind us of at least part of Lucky Strike's slogan: "So Round, So Firm, So Fully Packed." But there it ends, for they certainly can't be "So Easy on the Draw."

1★ DAY CLINIC

WHAT'S AHEAD IN DIRECT MAIL AND PRINTED PROMOTION



PLACE FRIDAY, OCTOBER 15, 1943

TIME ROOSEVELT HOTEL, NEW YORK

SPONSOR Direct Mail Advertising Association—
The Graphic Arts Victory Committee
—and these 34 Participating Groups:



Advertising Club of New York
Advertising Federation of America
Advertising Typographers Assn. of
America (N. Y. Group)
Advertising Women of New York, Inc.
American Assn. of Advertising Agencies
American Paper & Pulp Assn.
Association of Advertising Men
Associated Printing Salesmen
Direct Mail Advertising Club of N. Y.
Direct Mail Committee, Association of
National Advertisers
Eastern Lithographers Association
Electrotypers & Stereotypers Association
of New York
Envelope Mfrs. Assn. of America
Graphic Arts Victory Committee of N. Y.
Hundred Million Club
Industrial Advertising Assn. of N. Y.
Industrial Marketers of New Jersey

Lithographers National Association, Inc.
Mail Advertising Service Association
National Assn. of Photo-Lithographers
National Assn. of Printing Ink Makers
The National Paper Trade Association
of United States, Inc.
National Printing Equipment Assn., Inc.
New York Employing Printers Associa-
tion, Inc.
New York Envelope Mfrs. Assn., Inc.
New York Financial Advertisers
New York Photo-Lithographers Assn.
Paper Makers Advertising Association
The Paper Association of New York City
Pharmaceutical Advertising Club
Photo-Engravers Board of Trade of
New York, Inc.
The Reporter of Direct Mail Advertising
Subscribers
Young Lithographers Association
Young Printing Executives Club of N. Y.

YOU DON'T HAVE TO BE A DMAA MEMBER TO ATTEND THIS CLINIC

WHAT'S AHEAD for USERS of Direct Mail, Mail Order and Printed Promotion? How about materials and supplies? Equipment, services and techniques? How can Direct Mail aid the war effort? Help win the peace? What's ahead in cooperation of User, Producer and Government in the use of **PRINTED PROMOTION?**

YOU want to know the true answers to all these questions . . . and hundreds more. That's the reason for this 1-Day Clinic on What's Ahead in Direct Mail and Printed Promotion. You'll be facing the facts. You'll know then why your Direct Mail is being read or why it isn't. You'll know what the Government thinks about Direct Mail; what the consumers think about it. You'll know how big and small users of every kind plan to continue their direct selling efforts and plan for post war; whether supplies are available for printing and mailing . . . You'll know because the men and women who are featured on this day-long huddle are making special studies for each of their assignments. The findings will be current and enriched by unadulterated reporting. You won't want to miss a word.

PROGRAM HI-LITES ➡

SIT IN ON THESE SESSIONS—ROOSEVELT

Morning Session

HENDRIK HUDSON ROOM

Every minute packed with information of importance for every Direct Mail User and Producer . . .

AT 9:45 *on the dot!*

- ★ Welcome by Sessions Chairman G. LYNN SUMNER, President, G. Lynn Sumner Advertising Agency, New York. Former President, New York Advertising Club.

AT 10:00

How Industrial Advertisers are putting printed promotion to work, in a first hand discussion of

- ★ **WHAT'S AHEAD IN INDUSTRIAL DIRECT MAIL AND PRINTED PROMOTION**

A symposium headed by J. J. De Mario, Adv. Mgr., The Manhattan Rubber Manufacturing Div. of Raybestos-Manhattan, Inc., Passaic, New Jersey. Collaborators: Edward C. Thompson, Adv. Mgr., Burndy Engineering Co., Inc., New York and Edwin M. Perrin, Adv. Mgr., Robins Conveyors, Inc., Passaic, N. J.

A rapid-fire half hour of ideas and information by three capable speakers and prominent direct mail users.

AT 10:30

- ★ **WHAT'S AHEAD IN MATERIALS, SUPPLIES, SERVICES, TECHNIQUES**

The paper situation! Critical materials! Labor shortage problems! Scrapping and salvage! All these and more will be discussed from your point of view by a panel of experts under the direction of Herbert Kaufman, Adv. Mgr. of General Printing Ink Corporation, New York. Key men representing user, government, and producer will participate. Questions welcome from audience.

AT 11:15

- ★ **MAIL ORDER ROUND TABLE**

Hear Francis DeW. Pratt, Circulation Director of TIME, New York, leading a group of outstandingly successful planners and users of mail selling copy and formats. They know how the public is reacting to Wartime appeals and interests. They will tell you of successes and pitfalls. Hear their criticisms and suggestions.

Lunch

12:30 — GRAND BALLROOM

Guest Speaker

EDWARD R.

Director of the Division of General Services
Office of Civilian Requirements
War Production Administration

Subject:

WHAT'S AHEAD

A vital message in a talk that will represent all branches of the industry

★

Special Plaque Awards
Announcement of Winners of
50 Direct Mail Leaders Contest
by

E. D. MADD

Vice President and Chairman
McCann-Erickson Advertising Agency
New York
and Chairman
Board of Judges
of 50 Direct Mail Leaders Contest

★

*Get in your room
TODAY*

All the ideas and information you can get from these sessions—plus lunch (all taxes and tips included)—for only \$6.00. Register early and bring your association along to your association.

First Showing of Winners of 50 Leaders Contest and Labor

ROOSEVELT HOTEL—FRIDAY, OCT. 15

Lunch

GRAND BALLROOM

Guest Speaker

EDWARD R. GAY

Division of General Commodities
Civilian Requirements,
Production Board.

Subject:

WHAT'S AHEAD

Message in a talk that will
fill branches of the WPB

★
League Awards and First
Prize of Winners of
Direct Mail Leaders
Contest
by

D. MADDEN

President and Director
McCann-Erickson
Advertising Agency
New York
and Chairman of
Board of Judges
50 Direct Mail
Leaders Contest

★

your reservation

ODAY

and information that you will
sessions—plus the luncheon
ticket included—are yours for
register early and pass this invi-
tation to your associates and friends.

Afternoon Session

HENDRIK HUDSON ROOM

Round-table in nature, and fashioned to
give you on-the firing-line views of
Direct Mail and Printed Promotion at
work in wartime . . .

AT 2:15

The Graphic Arts Victory Committee will present

★ **WHAT'S AHEAD IN COOPERATION OF USER, PRODUCER AND GOVERNMENT**

in the use of Printed Promotion to (1) Help win the war,
and (2) Help win the peace. Henry Hoke, Publisher of the
Reporter Magazine on Direct Mail and Managing Director
of the Graphic Arts Victory Committee will present the
Executive Board of GAVC to tell the vital part advertisers
can play to help the war effort through their printed pro-
motion, and how the Graphic Arts Industries are cooperat-
ing with the government and the user for maximum effec-
tiveness and use of essential printing.

AT 3:15

★ **ANNUAL MEETING OF DIRECT MAIL ADVERTISING ASSOCIATION**

with a report by Lieut. Comdr. L. Rohe Walter, USNR.,
President of the DMAA. A fast meeting to which the entire
audience will be invited to participate.

AT 3:45

★ **DIRECT MAIL ROUND TABLE**

Edward N. Mayer, Jr., President of James Gray, Inc., New
York, and President of the Mail Advertising Service Asso-
ciation, will lead a group of supporting authorities on
What's Ahead for the many varied users of Direct Mail and
Printed Promotion.

AT 4:45

★ **A SPECIAL MESSAGE TO TAKE ALONG**

(Special surprise feature)

A.M. SESSION

Don't miss these important sessions on Indus-
trial Printed Promotion . . . What's Ahead in
Materials and Supplies . . . Professional sell-
ers' views on Mail Order.

LUNCH

A vital message on WHAT'S AHEAD by
Edward R. Gay, Director of the Division
of General Commodities, Office of Civilian
Requirements, War Production Board.

P.M. SESSION

Direct Mail Round Table of experts—and how
government, user and producer can cooperate
to help the war effort, and themselves—are the
highlights of the afternoon.

ALL
FOR

\$6

Labor-Management Committee's Winning War-Plant Posters!

ONLY \$6 DOES IT...!

THE BIGGEST BUY YET OFFERED BY D.M.A.A.

INCLUDES ALL THE SESSIONS — MORNING
AND AFTERNOON, LUNCH, TAXES AND TIPS

YOU need the facts, figures and findings of this 1-Day Clinic on What's Ahead in Direct Mail and Printed Promotion. You don't have to be a DMAA member to attend. You can't afford not to attend. You will find this one of the most profitable days you have ever spent in learning about Direct Mail and Printed Promotion in times like these . . . what's ahead in user, producer consumer and government policies . . . how they affect your plans and future results.

Make reservations early. Decide now how many in your company should attend. Then send in your registrations **TODAY**.

RICHARD MESSNER, DMAA Vice-President

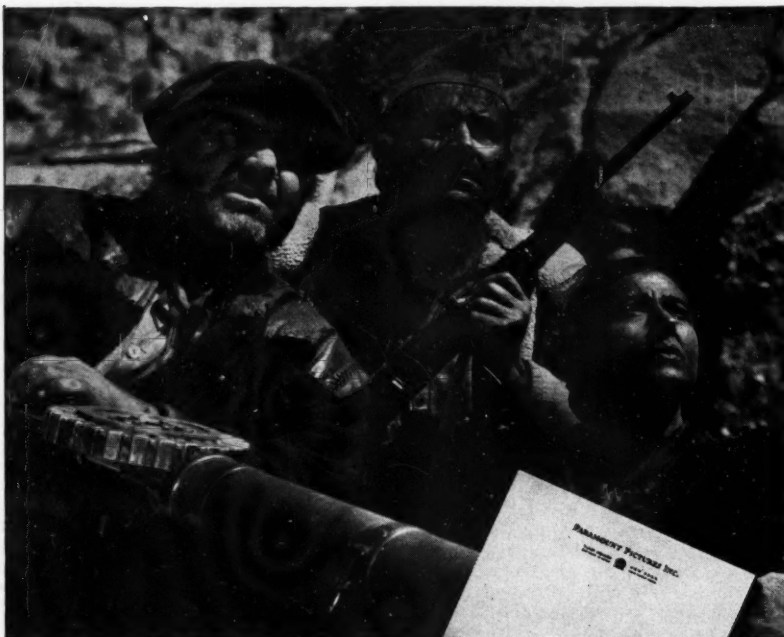
General Chairman of the 1-Day Clinic on What's
Ahead in Direct Mail and Printed Promotion.

PLEASE MAKE CHECKS PAYABLE TO

DIRECT MAIL ADVERTISING ASSOCIATION
17 EAST 42ND STREET NEW YORK 17, N. Y.

For any further information or additional registration blanks,
call Miss Jane L. Bell, Executive Manager, VAnDerbilt 6-1479

Prominent Users of Strathmore Letterhead Papers: No. 39 of a Series



A tense scene in "For Whom the Bell Tolls"
a Paramount Picture—in Technicolor

does your letterhead hold your audience?

Major dramatic event . . . Paramount's Technicolor production, "FOR WHOM THE BELL TOLLS". Two years of research . . . three months shooting with 300 players and technicians, went into the filming of Ernest Hemingway's great story of character and courage.

With the same care for detail, Paramount selects Strathmore paper for its letterheads. Your letterhead, on Strathmore is the expression of the reputation of your company. It commands attention . . . holds your audience. Yet a letter written on Strathmore paper costs only a small percent more than one written on the cheapest paper you might buy! Write for analysis of letter cost.

Strathmore Papers for Letterheads: Strathmore Parchment, Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.

STRATHMORE

MAKERS
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.



This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**

So You Don't Believe It!!

The wife of a college professor in Pittsburgh, Pennsylvania, has been following *The Reporter* articles concerning propaganda in the mail. In writing to comment about our analysis about Howard Rand, Destiny Magazine and the Anglo-Saxon Federation, she makes these very pertinent remarks:—

"It is a crime the way these subversive groups hide behind 'religion' as a front for their despicable propaganda of hate and intolerance, and I will certainly put both of your articles to all the use we can. They afford real ammunition in our own campaign to expose the forces working against unity. Unless one understands their propaganda line it is not always easy to recognize things subversive. I refer to some of the recent issues of *The Western Voice*, for I have been trying to analyze this preacher's subtleties. This little paper on the surface appears so Christian. Undoubtedly is read by thousands of unsuspecting and Church-going Baptists. It was your exposure of it in your July *Reporter* that aroused our interest (I have here in my propaganda file the issues of August 26, September 2 and 9) but it wasn't until he brought out the announcement of Gerald L. K. Smith's September 14th talk in Denver that I could get any hint of an un-American trend.

I imagine that since you exposed his tendencies that he has begun to soft-pedal a bit, for even this announcement was couched in a very innocent way, quoting as he did from an appraisal of Smith's oratorical ability made by Lowell Thomas, and the New York Herald Tribune. It happens that this Smith man is one of my pet aversions. I begin to boil whenever I hear his name, and I have written to Washington long before this asking if there wasn't some way of catching up with this pro-Nazi and having him silenced, for he has come to Pittsburgh a couple of times during this past year to organize his America First Party, and his reported utterances reek with everything that is un-Democratic and un-Christian. I would have liked to see him indicted with the other traitors. Instead he goes on spreading his treacherous lies both from lecture platforms and through mailed bulletins.

It makes me indeed fearful for the peace when a man like this can address audiences of thousands (23,000 in Detroit they say) and a speaker like the Honorable Howard J. McMurray, whom we had here last week speaking for World Federation, could only draw an audience of a paltry 32 people.

Are people's minds already so badly poisoned that they are insensible to their responsibilities to America and the World? On what basis does the Justice Department adjudge an utterance to be seditious? I was glad to read in PM this morning that the American Legion is at last taking steps against Hamilton Fish's abuse of his franking privileges, but why couldn't such misuse have been stopped before? Why was he re-elected? To me he stands as guilty as the 33 'mail misusing seditionists' . . . Senator Nye, too.

Look at the trouble Cecil Brown has just been through with CBS. It always seems to be democratic 'free speech' that is gagged because it is too controversial while un-American and obstructionist views like Fish and the rest peddle to the passive minded individuals who will listen and read, go unchecked. Democracy seems so slow in countering against the elements who are seeking to destroy her."

Note: We have not included the name of the woman who wrote that letter because some of the associates of this college professor do not believe that such things should be talked about publicly. He has been asked on numerous occasions to restrain his expressions on the subject for fear they "would cause a rumpus."

Why restrain these expressions? People should know the truth. We need women like the Pittsburgher in all sections of the country . . . to go out and tell the facts about the people who are trying to destroy us.

Added Note: Incidentally, the fuss over CBS censorship of commentators is developing into a major mess. It is now alleged in several newspaper articles that behind the CBS policy of not allowing commentators to express their own personal opinions . . . there are the protests of the isolationist clique in Congress. Wheeler, Nye and others have been trying to prevent Winchell, Pearson and others from telling the truth about obstructionist tactics. And, of course, the isolationist clique do not like to have their names tied up with the hoped-for prosecution of the 33 mail misusing seditionists.

ATTENTION PUBLICATION PROMOTION MANAGERS. Some of the best Direct Mail campaigns in the country have been created and produced by the advertising promotion managers of publications. The Saturday Evening Post campaign, the masterpieces for *The American Magazine* are noteworthy examples. McGraw-Hill has been a leader in the intelligent use of Direct Mail for promoting advertising space. But the general run of publication space solicitation has caused considerable criticism. One of the best letters we have ever received on the subject came to us on September 21st, and we are quoting it in full.

Dear Mr. Hoke:

It seems to me that one of the poorest examples of the use of Direct Mail is furnished by many of our industrial publications who should be quite careful and adept in the effective use of this advertising medium. Many times a week I receive form letters from publications telling me of special issues or special opportunities for advertising in their magazine and urging me in the last paragraph to send in my space reservation immediately.

Oftentimes I have never heard from the publication before or at least not for months previous. By the same token it is impossible for me to be familiar with the fields they cover, their type of readership, etc. Thus, when I receive a letter which implies that I would be so poor an advertising man as to fill out a space reservation with no further knowledge or planning, I feel as though my intelligence in some way has been insulted and I am sure that many other advertising managers suffer from the same experience. Also the implication is present that the magazine does not have a very good idea of who its clients are. The net result is, for those many of us who do nothing but toss the letters in the waste basket with a silent curse, that a worse impression of the publication has been created than if no letter was sent in the first place.

Inasmuch as you do a fine job of carrying the torch for good direct mail practice, I thought you might be interested in having my reaction to this particular phase of the subject.

Edward J. Pechin, Adv. Mgr.
E. I. DuPont de Nemours &
Company
626 Schuyler Avenue
Arlington, New Jersey.

Reporter's Note: Not much can be added to that letter. It provides a very adequate text book for the guidance of publication promotion managers. Make your Direct Mail appeals complete and convincing.

□ **A SERVICE PLAN THAT IS WORKING.** Here is an interesting report, contained in part of a letter from Robert E. Hill of Bakers' Helper (a magazine for bakeries), 330 South Wells Street, Chicago 6, Illinois:

I don't know whether you will find this interesting or not, but I will attach to this letter the "Opening Shot" of a series of direct mail pieces we are sending out at three or four week intervals. These are based on actual field interviews with our readers, in an effort to find out what they are up against today. Our belief is that every advertisement, every mailing piece, must have promise of giving **useful information** in order to justify its existence today. We are trying to carry this out in an unpretentious atmosphere, as you will see. The next mailing will include a questionnaire asking if they are reading these reports and a check list of subjects which they would like to see covered in future reports.

And here is the "opening shot" letter:

Fill-in
Name and
Address

Bakers are having problems—plenty of 'em.

We have to maintain close contact with these problems in order to build a **useful** magazine for bakers. Right now we have one field research worker working full time calling on readers of **BAKERS' HELPER** and simply discussing their problems with them.

That's one of the ways our editors have of keeping down to earth on the continually changing problems bakers are facing these days. This is really "Research for Editorial Improvement."

It has occurred to us that some of you "vice presidents in charge of thinking about the future" might like to get some of this same information that comes in to our editors. So we have taken excerpts from two of these reports and have prepared a Bulletin reflecting some of the things we hope will prove of value to you.

We shall be glad to know whether you have found this material of interest, and if you would like to receive further reports of this nature.

Reporter's Note: We have just read some of the comments received from persons on the mailing list. These comments reflect enthusiasm for the high quality of the bulletins offered. And we agree that the bulletin is breezy and full of information. It is a good Direct Mail service.

THE REPORTER



FREE! HAMMERMILL STENCIL LAYOUT SHEETS



—make tough stencil jobs easy

If it is your job to prepare stencil sheets, be sure to send the coupon below for a supply of helpful Hammermill Stencil Layout Sheets—free!

For Elite or Pica Typewriting. Hammermill layout sheets are the size of 8½" x 14" stencils. They are ruled for either elite or pica typewriting, and are marked to show the limits of 8½" x 11" pages and standard size postcards.

You'll find Hammermill's layout sheets especially helpful for preparing ruled forms for typewriter use, and for all types of illustrated letters and bulletins on which typing and drawings must be planned together.

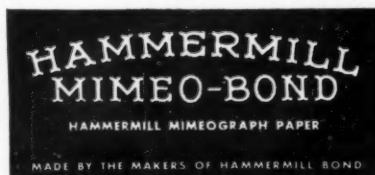
Easy to Use. These layout sheets make it possible to turn out really good

stencil work. They are easy to use—simply pencil in rules and illustrations in their proper position on the layout sheet, then trace on the stencil with a stylus.

Test Hammermill Mimeo-Bond — Free. Here is a paper that makes sharp, clean copies—as many as 3,000, and more, from a single stencil. It takes typing neatly and it can even be written upon with a pen without "feathering."

We'd like you to try Hammermill Mimeo-Bond on your own equipment. Send the coupon today for a 100-sheet test packet, a supply of Hammermill Stencil Layout Sheets and the book "Good Stencil Duplicating."

FOR VICTORY, BUY 3rd WAR LOAN BONDS!



Hammermill Paper Company,
Erie, Pa.

Please send me, free, a supply of Hammermill Stencil Layout Sheets, packet of Hammermill Mimeo-Bond and "Good Stencil Duplicating."

Our typewriter is:Pica.....Elite

Name.....

Position.....
(Please attach to your business letterhead)



*HERE shall the Press
The People's right maintain
Unaw'd by influence,
and unbrib'd by gain;
Here patriot Truth,
her glorious precepts draw,
Pledg'd to Religion,
Liberty and Law.*

—Salem Register

Reporter's note: We saw the above words beautifully inscribed and framed on the wall in Paul Bolton's office in Washington. Asked him for a copy and we reprint it here. It comes from an ancient issue of The Salem Register. It deserves considerable thought . . . in these days when freedom of the press has been so greatly abused.

□ **SPEAKING OF HUMOR . . .** we like the crazy letter which is going the rounds and which we believe originated as copy for a greeting card. It supposedly comes from the "Ancient and Aromatic Order of Amalgamated Garlic Fanciers." Here is the letter:

Dear Garlic Lover:

We have just got wind of your strong liking for garlic and we ask your aid during National-Eat-More-Garlic Week, July 18-25.

Will you serve as local chairman of the committee to make people more garlic conscious? During this great occasion we must eat garlic, talk garlic, sleep garlic, breathe garlic. Garlic must be on every tongue!

With your help we will glamorize garlic and bring the public face to face with it. We will prove that garlic is not to be sniffed at!

Highly Yours,

KITTY (The Cat).

□ **AN ERROR FOR ATTENTION.** Mayer Feldenheimer of C. E. Howe & Company, 1821 Ranstead Street, Philadelphia, Pennsylvania, sends us what he calls "One for the book."

An electrical contractor in Philadelphia recently made a special mailing which employed the format used for a wedding invitation. The outside envelope bore the name and

address as usual. The inside envelope contained this salutation "MR. PRINTER." Inside the envelope was the fine, paneled four page wedding style stationery with only the first page printed inside the panel. Here is the copy above the name of the contractor:

"Just as quickly as you noticed the error on the envelope, just so quickly we endeavor to give you service on your electrical system. Our knowledge and co-operation will assist you greatly in the service which you give to your customers."

Mayer's comment: "I admit it did get our attention . . . who said favorable?"

We've always said that tricky mailing pieces have to be good in order to keep from being silly.

□ **ABOUT LETTERS.** Howard Dana Shaw, 636 South Walnut Street, West Chester, Pennsylvania, authored an article which appeared in the last week of June in the United States Review. It was titled "Dear Sir:" and the sub-head reads: "Liberal Use of Well Written Business Letters Will Multiply Personal Power Many Fold." Wish we had room to print it in full, but you might get a copy at your library. Perhaps these points highlighted below will be sufficient:

Mightier Than Shoe-Leather

Never . . . has it been so imperative to find ways of increasing the effectiveness of our work, with travel limited, telephone service restricted and prospects busy, and even shoe leather rationed.

* * *

Letters, well written and properly used, will act the way assistants and appliances do—to pyramid your power as a businessman.

* * *

In a letter you can speak more briefly, more forcefully, more carefully—and all you need is a tiny square of paper costing 2 to 3 cents.

□ **A DARN GOOD BLOTTER.** E. J. Lush of Divine Brothers Company, Inc., Utica, New York, sends us several samples of his unique blotter. It fits a No. 9 envelope. Coated paper on one side has illustrations of the products manufactured by

Divine Brothers. But half the blotter is covered with a memo pad tipped to the coated side . . . with a business reply post card covering the memo pad.

But let Mr. Lush tell the story in his own way. It's interesting . . . and a good example of intelligent conservation.

The portion of the blotters that is exposed affords a graphic high spot of the three major lines of business in which Divine Brothers is engaged: buffing and polishing equipment and accessories, industrial truck wheels and casters, and special designed machinery.

The purpose of this "selling" portion of the blotters was not so much to stimulate orders as to acquaint many of our prospects and customers with the fact that Divine Brothers Company makes the associated lines shown. The reason for displaying the products in this manner is the fact that many people have for years bought one line of products and never knew, or at least were never impressed with the fact, that we made the others. Consequently, it is quite possible that business in the associated lines has gone to competitors because we did not do a 100% job of selling the complete line. There are exceptions, however, to this idea and that would be in the case where a user of truck wheels and truck casters might not be in a position to use the buffing and polishing line.

The real objective in offering this blotter for distribution by our resale houses and service engineers was to speed the needs of prospects and customers who might have an occasion to place an order when one of our contact men was in another locality. In this manner it saves time on getting the customer's needs known to the factory so that the materials essential to production could be made available and the order actually started for a quicker delivery. At the same time it conserves gas and tires in making re-calls where the needs would arise after a contact had already been made.

In order to give sustained use to the reminder advertising piece, a memorandum pad was affixed and this too had a reminder advertising line on each page of the memorandum pad. Our service engineers advise us that this memorandum pad is seeing "Trojan Service" especially by the men who are in a position to influence the purchase of items that we sell (we are now 100% engaged in war work).

Once the memorandum pad has served its purpose there is a listing of our complete detailed lines beneath the space that was occupied by the memorandum pad. This is only an elaboration of the graphic story on the exposed part of the blotters.

What's This Department

In spite of all of our warnings that you should use paper carefully, we are still getting examples of extravagant waste. If some of you folks don't watch out we'll start publishing itemized lists with descriptions of wasteful Direct Mail practices.

John Plank, Advertising Manager of The Shelby Salesbook Company, Shelby, Ohio, recently received the month's worst case history . . . and kindly sent it to us. In this one instance, we will not reveal the name of the company. But here's the dope on the mailing. It arrived in a large colored stock envelope measuring 12½" x 10". The envelope bore on half of its face a two-color cartoon. Inside was a large business reply envelope measuring (get this!) 12" x 9". Inside the business reply envelope was a many-folded sheet of paper. The first outside fold bore simulated handwriting as follows: "It's getting hot—and you're busy, we know—but it won't take long to catch on to this. If your desk is crowded—spread it out on the floor." Below this handwriting was a cartoon of a man with a big sheet spread out on the floor. We opened up the sheet to full size. It measures 47" x 35". It is printed on one side only. The copy is nothing more than an ordinary order blank which reads at the top "This Is My BIG Summer Order. Please Rush the Following."

It may be a tricky mailing. We would say that it would possibly be a good mailing in peacetime. But under present war conditions when it is necessary for every user of the mail to s-t-r-e-t-c-h paper . . . a mailing like this should not go out. If the fellow who planned this mailing sees this item . . . please don't do it again.

□ **ANOTHER GOOD IDEA FROM KANSAS CITY.** Bea Kennedy, sales manager of the Hotel Phillips in Kansas City, seems to have an inexhaustible source of clever ideas. This time she has imprinted on the hotel letterhead the front section of a dining cabinet, with little figures of men popping up and running down the right hand margin into a waste paper basket at the bottom. And here's copy of the letter:

Dear Mr. (filled-in)

You're about to lose your place in our mes, and before it's too late we're going to give you one more chance.

You see, we think a lot of our old customers—particularly the steady ones who made use of our Credit Cards. And we're perfectly willing to allow you to occupy room in our cabinets if there is reason for so doing.

However, every so often we have to "pull" the inactive cards and, brother, if you're "pulled" you're lost!

As a matter of fact, Mr. Canada, you're going into the wastebasket forthwith unless you fill out the enclosed form and bring us up to date on your activities. Won't you do that at once, please?

NEW YORK'S *first* DIRECT ADVERTISING AGENCY

Planning and Creating
resultful campaigns.
Your inquiry is invited.

D. H. AHREND CO., INC.
52 DUANE ST. • NEW YORK 7, N. Y.
WORTH 2-5892

□ **HOW TO CLEAN A LIST.** Here is a copy which appeared on a printed post card recently mailed by War Manpower Commission, Washington, D. C.

The Office of War Information has ordered all Government departments and agencies to reduce the distribution of Government periodicals, reports, and publications to the absolute minimum compatible with the prosecution of the war. We find it necessary, therefore, to ask each person receiving free publications whether it is essential that his name continue on the mailing list. If you desire to continue receiving "Manpower Review", and believe you have a right to receive it on a free basis, please write us within 30 days, explaining why you need it. If we do not hear from you, your name will be taken off the mailing list.



GET CASH WITH ORDER with

CHECKVELOPES

ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670
Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

□ PUTTING A NEW TWIST into Travel Appeals. You might be interested in the following letter, which is being mailed by William F. Davenport, manager of the St. Petersburg, Fla., Chamber of Commerce. We have all been asked by the Office of Defense Transportation to do everything possible to reduce travel. We have been wondering what some of the resort towns, like St. Petersburg, would do about their promotion campaigns. Mr. Davenport now proves that a little bit of travel will help to solve the fuel and housing situation. In our opinion he has done a pretty good job.

You know we surely appreciated having you in St. Petersburg last season. At that time we had a fine bunch of real, honest-to-goodness American, young men here to add to your welcome and entertainment. Well, the Army is now leaving St. Petersburg. You will probably miss them and so will we. The purpose of this letter is to let you know that our latch string is out, our Welcome Mat is at the front door, and we would like to have you return this season.

True, the war is still on, but ODT says in substance: Take a vacation in the fall or winter and stay put. Actually, that suits us to a "T". Come on down early. We will have plenty of the kind of accommodations you want and will do everything in our power to make this the finest St. Petersburg vacation you've ever had. And look, you will actually be helping the war effort because you'll be saving fuel oil or coal. You might even go so far as to rent your northern home to a war worker, thus doing two patriotic duties, i.e., saving fuel and providing housing.

Granted you may encounter a few difficulties as to reservations, et cetera, but isn't it a fact that the things of life we appreciate most are those hardest to attain? Our sun still shines, our hospitality is as warm as our climate, and we will miss you tremendously if you don't accept this invitation.

If we can be of any help won't you drop us a line? We would be glad to answer any questions you may have and try to help you in any way we can. Just tell us "Okay, Bill, we'll be seeing you." Really, we want you with us.

□ "STOPPER COPY" . . . that's what Sam Sherlock Gold calls the latest specimen he sent . . . telling us we ought to write about other kind of "rats" once and awhile. The following copy appeared on a government post card. Sam thinks "the first sentence defies you to throw the card away." We agree.

If you like RATS—throw this card away.

But if you hate them, write to us.

We offer a guaranteed RAT and MICE killer that is a real killer-diller.

No baits to make. No muss, no fuss! Economical in use and results will amaze you. Premises can be almost entirely freed from rodents in a few days.

For more detailed information write to: Dept. R 1.

Nosdick Products Company
205 Plymouth Building
Cleveland, Ohio.

□ VIERECK IN JAIL . . . BUT HIS LEAFLETS CONTINUE IN MAIL.

George Sylvester Viereck, convicted German agent now in District Jail awaiting an appeal on the District Court conviction, still manages to carry on pamphleteering. Various persons are receiving through the mails—a four-page pamphlet titled "Statement Before Sentence" by George Sylvester Viereck, July 31, 1943.

The pamphlets are enclosed in plain white envelopes with a New York City postmark and are a reprint of Viereck's remarks to Justice Bolitha J. Laws just before he was sentenced to serve one to five years for violations of the Foreign Agents Registration Act.

Viereck's wife lives in New York City and it is presumed that she has been directed to mail out the statements.

Viereck told the jurists among other things, that "I shall continue to battle for my good name and for the most precious of the Four Freedoms—freedom of speech."

□ RESULTS FROM A QUESTIONNAIRE. J. B. Goldstone, editor of Healthful Living, the h.m. of the Health Supply Centre, 333 Portage Avenue, Winnipeg, Canada, sends us a letter he mailed to 8500 readers of the publication. The letter told about the important subjects in the next issue. The highlight of the letter was as follows:

But—and I very much regret to say this—you are not going to get the March issue UNLESS YOU FILL IN THE COUPON AT THE BOTTOM OF

THIS LETTER, TELLING US THAT YOU REALLY WANT TO STAY ON OUR MAILING LIST.

The reason is the urgent need for paper conservation. Up to now, we were only too glad to keep on sending the magazine, as a matter of course, to all our customers and to all who had once ordered a copy of the "Handy Home Doctor."

Now we find ourselves in the position where we can continue sending this magazine only to those who definitely assure us that they really want to get it.

Recipients were asked to fill in and return the form at the bottom of the letter. The object, of course, was to weed out the interested from the non-interested readers.

Letter was mailed under 1c postage and with an unstamped return envelope to all people who have been getting the publication for four years without sending in an order or showing any other signs of interest. Mr. Goldstone felt that after four years it was time to drop from the mailing list all names that had not responded, even to the extent of writing in to ask a question. With such a difficult list, the results are interesting:

Number of letters mailed on	
March 6, 1943	8,500
Number of coupons received by	
end of March	1,291
Response	a fraction over 15%

Mr. Goldstone concludes his report with these remarks:

With that number having gone to the trouble of registering their desire to stay on the mailing list of Healthful Living, we will next check up on how many of them become customers within a year's time. On that, we cannot report until next May.

WE'LL KEEP FIGHTING

Dear Mr. Hoke:

For your most splendid and logical presentation of the facts on "Destiny" we send you our congratulations. It is a straightforward article, easy to read and easy to grasp. Keep up the good fight.

B. Barrett Singer,
Amsterdam Printing &
Litho Co.,
Amsterdam, New York.

Dear Henry:

Congratulations on your continued fight against those subversive elements you have been exposing. I think what you're doing is probably better than anything else could be right now for the good of Direct Mail advertising and the U. S. A.

R. M. E.,
Boston, Massachusetts.

□ INTERESTING CASE HISTORY

... from far off Australia. Letters from our old friend George FitzPatrick still reach us at too infrequent intervals. Recently he sent us an interesting advertisement which appeared in the Sydney papers by Anthony Horderns' (the Macy of Sydney). George thinks that when one of the biggest department stores takes advertising space to boost letter writing, it is news worthy for *The Reporter*. We agree. We are printing the ad in the same space and in the same size type as it originally appeared.

ANTHONY HORDERNS', "The Senior Store."
FAMOUS LOW PRICES.
"TRUTH IN ADVERTISING."
119th Year of Service.

MAGIC FORCE.

It costs money to write letters when they are written on the scale which our fighting forces write. Five and a half million sheets of writing paper and five million envelopes were recently purchased by the Lord Mayor's Fund for use by the Salvation Army, the Y.M.C.A., and the New South Wales branch of the Australian Comforts Fund. This quantity is expected to last for about six months; it cost between five and six thousand pounds. But the quantity of paper and its cost are not very great when one considers the number of men and women who have to be supplied with writing materials and realises that this number is increasing every day.

The Australian Comforts Fund sees that paper and envelopes are available wherever our troops are. It is always on the job providing comforts, and to be able to write home is a comfort both to the writer and to the folks at home. As Aaron Hill somewhere described it:

"Letters from absent friends, extinguish fear,
Unite division, and draw distance near;
Their magic force each silent wish conveys,
And waits embodied through a thousand ways."

Letter-writers in Britain who use only one side of the paper nowadays risk prosecution for waste under a Ministry of Supply order which recently came into force. The length of private letters is not affected; a soldier can still write a ten-page letter to his wife or sweetheart every day—but he must write on both sides, and must not leave wide margins, or use sheets for only a line or two. Perhaps this move to conserve valuable paper will stimulate letter-writing as an art, and help to develop literary talent even in previously unsuspected quarters. It has already been responsible for the prevention of waste by the exercising of almost unbelievable economy, for it was recently reported that Britain's most-used envelope made 32 journeys between a North of England butcher and a business acquaintance before retiring to the salvage bag. In the salvage bag it doubtless entered upon a second career of usefulness!

Letters are undeniably weapons for victory in the present struggle. Write often, write cheerfully, write!—is the Army's message to everyone with a friend or relative away from home. And may we remind you that this great Store has a well-stocked department capable of supplying all your stationery needs as far as wartime restrictions permit.

ANTHONY HORDERNS'.
'Phone M2401, Day and Night.
Post to Box 2712C, G.P.O., Sydney.

THE REPORTER

□ A NEARLY 100% CASE. Our friend George FitzPatrick sends us a social service appeal mailed in Sydney, Australia, May 31, 1943. It was multigraphed on both sides of a special illustrated letterhead for "The Food for Babies' Fund." Here's the letter:

"Dear Mr. Friend,

Will you spare a minute in a busy morning to just glance at these two cases tabled at the last meeting of the Food for Babies Fund? (As a war-time economy I am using the back of this letterhead.)

* * *

Having read them what do you think? Should we have given them the assistance we did?

Every day similar urgent help is desperately needed temporarily by such families.

Last year you graciously made this work possible by sending a donation for The necessity is still there. Will you help again? Will you pin your cheque to this letter and return it today—please?"

On the back of the sheet the two case histories were multigraphed. George FitzPatrick claims that it pulled "just under 100%."

□ A CLASS REUNION BY MAIL.

The Class of 1913 of the Worcester Polytechnic Institute, Worcester, Mass., conducted its 30th Reunion by Mail. F. P. Dill of The David Press, Inc., 44 Portland Street, Worcester, supplied us with samples of the excellent 46 pages, 5½" x 8¼" booklet supplied to all members of that class.

Because a class reunion is mostly a chin-fest and a hashing-over of old times and personalities . . . the booklet carries out the spirit of a reunion by simply reprinting by offset, personal letters received from former members of the class after they had received a questionnaire telling them about the plan for the Reunion by Mail. The letters are breezy, conversational and full of personal information. They discuss hobbies, war work, families, and old times. Aside from a few "incidentals" this 30th Reunion by Mail should have more lasting benefits for the Class of 1913.



"Rippo Blades give you a faster, smoother shave. . . ."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

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FOR
DURABILITY
SPECIFY
KROYDON
COVER

for
Instruction Booklets
Catalog Covers
Manuals

★
Available in a wide range
of Colors in Medium and
Heavy Weights
20 x 26 23 x 35

Sample book sent on request

HOLYOKE CARD
AND PAPER CO.
SPRINGFIELD, MASSACHUSETTS

Letters Can Build International Good Will

Before the war we enjoyed many years of correspondence with Direct Mail friends scattered all over the world . . . Australia, New Zealand, England, France, Sweden, etc. Letters do much to build a mutual understanding. The frequency of this correspondence has, of course, diminished but some day it will be revived.

Many months ago Shaun O'Connor of England asked us to put him in touch with several people in this country who might give him information on specific problems. We sent him a list, and we thought you might like to read the interesting correspondence between Shaun O'Connor and Harold Wilson of the Hammermill Paper Company, Erie, Pennsylvania. We pass it along because we want you all to realize the importance of letters now and in the post-war period. Letters like these two can have a tremendous influence.

First, here's the letter from Shaun to Harold.

Dear Mr. Wilson:

First let me apologize for the delay in writing to thank you for your kind letter of December 10th, 1942, and for the fine specimens which I am proud to have in my collection. Life here was never "so full of a number of things," and all spare time seems to be taken up for sleep, and eating, which latter, miraculously we still do reasonably well, thanks to Lease-Lend and the Allied Navies.

You may be sure they give me lots of ideas, a fact which I readily acknowledge, to you and to my many American friends who over many years have generously sent the best specimens of their commercial literature without a thought other than good will.

The pieces themselves and the open handed spirit which prompts their dispatch are to me wonderful illustrations of that "American way of life" which has held my admiration ever since the day when as a boy I stowed away on a ship at Liverpool.

It took me many years to reach the land of my dreams, but when I finally made it, the waiting seemed almost worth while.

My British friends frequently gag me about my enthusiasm for the United States, saying that I talk as though I were one of your people. They little know that your country is my spiritual home.

I am very proud now that I was allowed to address a session of the Advertising Convention in New York in 1939 on British-American relations on the theme contained in the little sticker attached to this letter.

In the words of one of your soldiers I was entertaining the other day, "it will be a crime against civilization if your folk and our folk cannot remain pals after marching side by side into battle." We are discovering what a lot of things we have in common, despite your Ham Fishes, Clare Lucas and Colonel McCormicks (and I might say some equally perverted specimens here). Those are the things that matter today and hereafter, not the differences.

There is little that I can tell you about printing conditions here which you do not already know. An article in a recent issue of "The Reporter of Direct Mail" by E. Symes Bond stated the case fairly. We have more or less got used to the restrictions which we realize are essential and which we accept cheerfully.

In the light of that bright gleam on the horizon merchants and manufacturers are, however, making plans for the day when it will burst into the full radiance of the sunshine of peace and freedom.

I have a reservation on the first civilian plane which leaves this country for the U. S. A. after this ghastly show is over. I may not be able to turn my spiritual home into my permanent home, but I mean to make a good attempt to turn my many "contacts" and correspondents into permanent friends.

In the meantime one has to be content to do what the average decent male citizen is doing, make the best of his job and put all spare time and energy into war winning efforts.

We entertain many American soldiers and airmen in our home, but we have not met one from Erie yet. If

you have a friend or a relative over here give him my name and address. We will shake hands by proxy.

Yours sincerely,

SHAUN P. O'CONNOR.

P.S.—What a fine job Henry Hoke has done in exposing the postal franking racket. He deserves to be "Knighted."

And, here's Hal Wilson's answer to Shaun:

Dear Mr. O'Connor:

War does some funny things. One of them was to bring the carbon copy of your August 9 letter five days before the original arrived!

It was good to hear from you and to learn that our books arrived in good shape. Your kind remarks about these make me bold enough to send (by parcel post) copies of four more titles that have been published since I wrote last December.

You will note from these that our advertising today is all directed to an effort to help show American business men how to get things done—and how to accomplish most with the office tools in hand. We are letting the elaborate samplings of our products wait until Germany and Japan follow in the path Italy has pointed out.

It is good, too, to find you are so close to our American ways. I can match your understanding with a thorough-going sympathy with all things British.

The reason is that every drop of blood in my veins is English. Both grandparents on my mother's side came from London; this after grandfather had served in Her Majesty's Navy. On my father's side, both grandparents hailed from Bolton, up near Manchester. My parents were born in Canada. Their folks moved to Erie, they met, and so here I am.

None of this has prevented me from being a rather outspoken critic of some phases of British foreign policy during the past twenty years. But I find myself ruffling up when someone else does too much criticizing!

I think it is a safe generalization to say that all of us—at least most—are gradually coming to the realization

that neither you nor we are ever going to be able to get along without each other again. At any rate, those of us who attempt to think a little hope we won't have to try it. And Winston has made us feel better with his repeated assurances that you will stick by until the Pacific is cleared up.

Over here, the war has its effect. We've learned to eat somewhat less and differently, and we've discovered that we can actually do with a lot less gasoline (petrol) for our private cars. Also that higher taxes—much higher—get paid somehow.

The paper business gets along with what would be considered drastic restrictions a few months ago. But, still, everyone is cheerful, and no one has any doubts about the final outcome anymore. That means a lot.

You are right that Henry Hoke has done a grand job of letting sunlight into dark places. And he seems to be keeping at it.

There must be rather a good number of Erie men in England now and several from Hammmill. Unfortunately I am not in touch with any at the moment. If I do have a chance to relay your invitation, you may be sure I will.

I am hoping that, when you come over here on that first peacetime plane, we will be able to meet. My wife and I look forward to the day when we can come to England the same way; only a few nights ago I figured up the approximate cost of the trip. But it seems to still be a long way off before things can get adjusted so a civilian will have any international travel rights.

We dream anyway!

WOMANPOWER. The Graphic Arts Victory Committee has just produced another project folder for the War Advertising Council and the War Manpower Commission. It shows how advertisers can help the campaign to recruit women war workers. The folder is timely, because the situation at present is critical. With optimistic war news, the idea has spread around that the war is nearly over and it is reported that women are flocking back to their homes.

Many companies are turning to printing and Direct Mail to solve their labor shortage problems. Among the best current examples is a booklet just received from the Raytheon Production Corporation, 55 Chapel Street, Newton, Mass. It is printed in railroad time table format. It has an attractive girl in

work clothes on the cover, with the title, "Join the Rays." Well illustrated folder shows and tells all the advantages of working for the Raytheon Corporation.

We believe that many organizations could follow this technique. Here are some suggestions passed along by the Research Committee of the GAVC:

1. Among college graduates the mailing by industry of typical university-style catalogs creates the most interest. The offer of free training courses (with pay while learning is an attraction).
2. General mailings to other classes produce enrollments by trading on the patriotic urge.
3. Showmanship in development of the novel pays off in increased recruitment returns.
4. Extreme care in the building of mailing lists is of utmost importance.
5. Simple, straightforward messages, in appropriate styles, have greatest appeal.
6. "Pride" is, as in peacetime selling of merchandise, still the lead theme. "Pride in doing something patriotic."
7. "Successful future," as in the peacetime selling of educational courses, is still a theme worth trading upon.
8. Generous use of pictures is encouraged.
9. Copy of conversational nature has its advantages.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation-Wanted Ads—25c per line—minimum space 4 lines.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago 10.

MULTIGRAPH, MIMEOGRAPH, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture," by Fred Scheff, 225 pp. 8½x11. 125 Letterheads. Mail \$5 to Fredericks Co., 68 Nassau St., N. Y. C. 7. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

FLASH!

We are fairly safe in making the following prediction just as we are going to press:—the threatened elimination by WPB of all Business Reply Envelopes is probably "off"—at least for the time being. We have been able to present enough evidence to convince WPB officials that a more thorough survey of the situation should be made. We've said, "Why pick on one format of Direct Mail... wouldn't it be just as logical to say to newspapers that you can't use any space for printing pictures of Hollywood actresses' legs?"

Use Business Reply Labels wherever possible. Help to conserve paper wherever possible.

MAIL ORDER or DIRECT MAIL?



Whether you are a mail-order man selling a business forecasting service, a book club, or neckties—or if you are a direct-mail man interested in promoting a product to the men in any of the industries served by the McGraw-Hill Publications—you ought to know more about the McGraw-Hill Direct Mail List Service.

Discover what many other mailers already know—that McGraw-Hill Lists are scientifically built—maintained constantly—and guaranteed accurate at any time. Just write us your needs, and full details on what we can offer will go out to you by return mail. No obligation, of course.

DIRECT MAIL DIVISION

McGraw-Hill Publishing Company, Inc.

330 West 42nd Street

New York (18), N. Y.

Picked for the job!



DO YOUR JOB, TOO
BUY WAR BONDS

The **RANGERS ... ALL GRIT AND GO GET 'EM**

Making the grade as one of these rough-tough, Yank commando boys, calls for whipping his weight in bobcats. It needs the cunning, too, of a Davy Crockett ... that inborn, unbeaten resourcefulness of the American frontiersman that's never been equaled, much less licked.

And a Ranger's got to measure up to superman proportions in wind and limb and staying power ...

be able to flush an adversary in darkness. Science and psychology are strained to the limit to pick a Ranger—and only "A" double plus rates.

Printers select **SPRINGHILL TAG** ... 100% bleached surfaced-sized sulphate paper that can everlastingly take it—printed, typed, or written—for index-dividers, tags, charts, and schedule cards.

INTERNATIONAL  PAPER COMPANY

220 EAST 42ND STREET, NEW YORK, N. Y.

PAPERS FOR PRINTING AND CONVERTING

